



Check Out the Northwest Illinois Economic Development Website



By Barbara Sue Grass, Program Coordinator for NWILED

What does a non-profit organization like Northwest Illinois Economic Development need a website for? What purpose does it serve? For NWILED the website is a plethora of valuable information regarding the communities the organization serves – and not just when it comes to economic development. It also provides an excellent, dedicated space to share our story!

First impressions are important! www.nwiled.org is an easy to navigate website that offers information at your fingertips and is not just a dumping ground for regurgitated information, links and re-directs. It is part of Jo Daviess and Carroll counties' current go-to for updated information for their members, public and business needs. With its robust AI agent now in place it makes it even more user-friendly!

Think of a website as an organization's digital storefront. Walk on in and browse the store. It costs nothing to look. What you'll find in NWILED's "storefront" is that it builds immediate credibility and trust. There's no clutter in the "aisles," just nicely packaged goods, and in this case, free for the taking! Consumers today expect legitimate organizations to have an online presence. A professional, easy-to-navigate website

proves your business or nonprofit is real and reputable, encouraging potential customers or supporters to trust you.

Social media algorithms change frequently, and you never truly "own" those platforms. A website gives your organization complete control over your content, design, and customer data. You can clearly detail your services, operating hours and mission, or even sell goods, without platform restrictions.

And, best of all, your website never sleeps! This allows users to seek out their information or contact you at any time of the day or night!

When you enter www.nwiled.org, you'll find clearly marked pages and tabs accented by beautiful photos of Jo Daviess and Carroll counties. ABOUT NWILED has board of directors information and all NWILED's members listed clearly and concisely. Again, touting the organization's credibility.

A very unique page in particular is our PROPERTY LOCATIONS tab. Our two-county primary service regions -Jo Daviess and Carroll- has a wide diversity of opportunities for businesses and developers. NWILED plays a pivotal role in helping backfill prime sites located throughout northwest Illinois that have gone dormant or which seek new ownership and regularly engages with site selectors seeking such spaces. The page features a sites handout that is updated regularly.

The LIVING HERE tab gives you straight talk and information about the region's communities, including employment opportunities, while the RESOURCES tab gives you great information on business resources and special area programs.

So take a look, check www.nwiled.org out. It just may become one of your favorite sites!

For more information about Northwest Illinois Economic Development, go to www.nwiled.org. With 17 years in business, NWILED's office is located at 1 Commercial

Drive, Suite 2, Hanover, Illinois. Their phone number is 815-297-7361 and the organization has active accounts on Facebook, LinkedIn and Instagram.